Magazine: ROAD & TRACK
Issue: 1/00/83 Total Pages: 122

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 446 pg:2C		
		CAMEL L # 278 pg:23		
MARLBORO M # 102 pg:BC	98			

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = $82,253

PRINTED IN U.S.A.

A.C.CORE BUSINESS FORMS INC. NO.

2040701579

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 2/00/83 Total Pages: 134

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 855 pg:2C-P01	26		SP	
		WINSTON # 448 pg:2B		
		SALEM L+100L # 198 pg:58-59	SP	
		CAMEL L+CAMEL # 282 pg:BC		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $153,929

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MOORE BUSINESS FORMS, INC., HQ.

2040701580

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 3/00/83 Total Pages: 186

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L+CAMEL # 321 pg:10-11	SP	
MARLBORO+100 # 870 pg:25	13			OPP: "PROFILE" & 1/3 BW AD.
MERIT+M # 605 pg:48-49	22		SP	
			N/B	
		SALEM L+100L # 186 pg:83		
		WINSTON L # 189 pg:BC		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $161,748

27 8½ X 11
MOORE BUSINESS FORMS, INC. HG

2040701581

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 4/00/83 Total Pages: 184

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L+CAMEL # 342 pg:2C-2CE	6PG GT	
		WINSTON+100 # 453 pg:27-29	3PG U	
		SALEM+L+UL # 397 pg:58-59	SP	
MARLBORO # 674 pg:BC	99			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $297,281

MOORE BUSINESS FORMS, INC.
2T 2-PART 11

2040701582

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 5/00/83

Total Pages: 226

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON+100 # 449 pg:16-17	SP	
MARLBORO # 866 pg:31	13			OPP: "TIME & PLACE".
MERIT+M # 612 pg:47	15			OPP: "HONDA PRELUDE".
			N/B	
		CAMEL L # 218 pg:71		
		SALEM+L # 399 pg:131		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $141,180

MOORE BUSINESS FORMS, INC.

2040/0583

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 6/00/83 Total Pages: 234

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 876 pg:25	23			OPP: "TIME & PLACE".
PLAYERS+M # 107 pg:49-51	23		3PG U	OPP: "ISUZU'S IMPULSE".
		CAMEL L+CAMEL # 259 pg:84-85	SP	
		WINSTON L+100L # 188 pg:102-103	SP	
		SALEM+100 # 401 pg:152-153	SP	

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $230,920

MOORE BUSINESS FORMS, INC.

2040701584

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 7/00/83 Total Pages: 178

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+L # 883 pg:25	B			OPP: "TIME & PLACE" & 1/3 BW AD.
PLAYERS+M # 125 pg:34-35	B		SP	
		WINSTON L+UL # 191 pg:66-67	SP	
		CAMEL L+CAML+ST # 379 pg:82-83	SP	
MERIT+M # 619 pg:92-93	B		SP	
			N/B	
		SALEM+L # 403 pg:BC		

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $241,319

2T 8½ X 11

MOORE BUSINESS FORMS, INC. HC

2040701585

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 8/00/83 Total Pages: 198

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 878 pg:33	13			OPP: "TIME & PLACE".
		CAMEL L # 390 pg:47		
PLAYERS 100+M # 103 pg:82-83	23		SP	
		CENTURY+L # 101 pg:107		
		SALEM L+100L # 201 pg:BC		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $150,095

2040701584

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 9/00/83 Total Pages: 170

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L # 387 pg:2		
PLAYERS 100+85M # 114 pg:17	14			OPP: "TIME & PLACE".
		CENTURY+L # 101 pg:43		
		SALEM+L # 403 pg:127		
MARLBORO # 901 pg:135	7			OPP: "A RIDE ON THE WIDE SIDE".
		WINSTON L # 189 pg:BC		

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $150,095

2040701587

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 10/00/83 Total Pages: 198

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+L # 905 pg:2	18			OPP: "TABLE OF CONTENTS".
PLAYERS 100+85M # 119 pg:21	15			OPP: "TIME & PLACE" & 1/3 BW AD.
		WINSTON # 450 pg:37		
		CAMEL L+CAMEL # 397 pg:89		
		CENTURY+L # 101 pg:120		
		SALEM L+100L # 206 pg:BC		

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = $171,212

2040701588

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 11/00/83 Total Pages: 202

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+M # 121 pg:12	28			OPP: "TIME & PLACE".
		SALEM+100 # 412 pg:41		
		CENTURY+L # 101 pg:71		
MARLBORO+100 # 912 pg:93	21			OPP: "ROB'S CARS, PART V".

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = $109,012

MOORE BASINESS FORMS

2045/01589

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004

Magazine: ROAD & TRACK
Issue: 12/00/83 Total Pages: 206

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON L $ 194 pg:11		
MARLBORO+100 $ 931 pg:27	15			OPP: "TIME & PALCE".
		CENTURY+L $ 101 pg:43		
		CAMEL L+CAMEL $ 458 pg:59		
		SALEM L+100L $ 208 pg:81		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = $136,265

JACOBS BUSINESS FORMS, INC.

2040701590

Source: https://www.industrydocuments.ucsf.edu/docs/xlfm0004